



U.S. ENVIRONMENTAL PROTECTION AGENCY  
ENERGY STAR<sup>®</sup> Office Equipment Program  
Washington, DC 20460



## Proper Use of the ENERGY STAR<sup>1®</sup> Name and International Logo for the ENERGY STAR Office Equipment Program

As of October 1996, the ENERGY STAR<sup>®</sup> name is a registered mark of the EPA. The registration process is also underway for the ENERGY STAR logo. As such, the name and logo must be used in accordance with the following guidelines. These guidelines clarify those found in the ENERGY STAR Memoranda of Understanding (MOU).

**Please copy and distribute these guidelines to those who will be responsible for preparing ENERGY STAR Office Equipment materials.**

EPA oversees proper use of the ENERGY STAR logo and name. This includes monitoring the use of the logo in the marketplace, and directly contacting those organizations that are using it improperly or without authorization.

### I. INTRODUCTION

The ENERGY STAR logo has two general purposes:

- (1) General Educational Use: The logo may be displayed when describing the ENERGY STAR Office Equipment Program, such as in a special educational brochure, newsletter, annual report, or other article that provides the details of the program and the program's requirements. (See Section II below for more information.)
- (2) Product Labeling: The logo may also be used as a **product label** to designate specific products (e.g., computers, monitors, printers, fax machines, copiers, and controlling devices) that meet the specifications contained in the ENERGY STAR MOUs. (See Section III below for more information.)

### II. GENERAL EDUCATIONAL USE OF THE ENERGY STAR LOGO

Partners (i.e., office equipment manufacturers who have signed an MOU with EPA) are allowed to include the logo in general educational or informational materials that discuss the ENERGY STAR Office Equipment Program. This includes brochures, newsletter articles, annual reports, etc. The logo should be displayed immediately

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<sup>1</sup> ENERGY STAR is a U.S. registered mark.

adjacent to the text or article that discusses the program. *Non-Partners (i.e., utilities, news media, press, and others who have not signed an MOU with EPA) must seek specific approval from EPA for each specific use of the logo.* Under no circumstances shall the logo or name be used in a manner that would imply EPA endorsement of the company, its products, or its services.

### **III. USE BY PARTNERS AS A PRODUCT LABEL**

#### **A. Applying the ENERGY STAR Logo to Products**

*Partners may associate the ENERGY STAR logo and the ENERGY STAR name with specific products that they have determined meet the ENERGY STAR requirements.* In order to maintain the integrity of the ENERGY STAR logo and name, and the credibility of the ENERGY STAR Programs, it is imperative that this basic rule not be broken.

Each ENERGY STAR Office Equipment Partner has signed an MOU making it responsible for the proper use of the logo. This includes its own use of the logo, as well as use by its authorized representatives, e.g., ad agencies, dealers, etc. It is thus imperative that the Partner make available these logo use guidelines to outside parties that would be preparing materials on the Partner's behalf.

#### **B. Using the ENERGY STAR Logo in Product Advertisements**

When preparing print advertisements or brochures, the logo should be placed on or directly adjacent to the compliant product. If only one product is pictured in the advertisement (and that product is compliant) the ENERGY STAR logo may be placed anywhere on the page. But if multiple products are pictured, the logo should be placed only next to those products which are compliant. The ENERGY STAR logo may not be placed along the bottom or side of the advertisement next to other general icons unless every product pictured in the advertisement is ENERGY STAR compliant.

If the ENERGY STAR logo is used in a general advertisement for a product line where only certain models are compliant, Partner should include language that clarifies the situation (e.g., "The [product model name] meets the ENERGY STAR<sup>®</sup> requirements") or Partner may include specific language under each of the compliant models (e.g., include a bullet point "ENERGY STAR<sup>®</sup> compliant" in a list of product attributes).

#### **C. ENERGY STAR Logo Disclaimer Statement**

As described in all of the MOUs, when the ENERGY STAR logo is used by a Partner, it shall always be accompanied by the following statement: "As an ENERGY STAR<sup>®</sup> Partner, (*your company name*) has determined that this product meets the ENERGY STAR<sup>®</sup> guidelines for energy efficiency." The disclaimer statement must accompany

the logo, but it does not have to appear side-by-side; the phrase may be placed where normal explanatory information is found. For example:

- Print advertisements or posters: The disclaimer statement may be placed with other standard trademark and registration information at the bottom of the advertisement where other companies' products are recognized (e.g., "Product X is a registered trademark of XYZ Corp.; As an ENERGY STAR<sup>®</sup> Partner, XYZ Company has determined that this product meets the ENERGY STAR<sup>®</sup> guidelines for energy efficiency.").
- On brochures and manuals, the phrase must appear with the first use and/or in the front section with the recognition of other trademarks.
- When the logo is applied directly to the product, Partner may place this statement in the user's manual or on the nameplate.
- If the logo appears on the product packaging, Partner must include the disclaimer statement on the packaging, preferably next to the logo.
- As a general rule, the type must be visible -- at a minimum, 2.5 point type size.

#### **IV. REPRODUCTION OF THE ENERGY STAR LOGO:**

The ENERGY STAR logo is available in color and in black and white on disk in two graphic formats: **.EPS (Encapsulated Postscript)** and **.BMP (Bitmap)**. These files are for distribution to your customer graphics department. The .EPS version can be used on both PC and Mac computers. (.TIF format is also available upon request.)

As described in all of the ENERGY STAR MOUs, the ENERGY STAR logo shall not be altered, cut apart, or separated in any way. Following are more detailed guidelines:

- The logo may be resized, but please maintain the same proportions.
- The colors of the 4-color logo must be reproduced faithfully (4-color process).
- The 4-color logo may be reproduced in black and white shading.
- The simplified outline or "line art" logo may be reproduced in the following manner:
  - black or white on solid colors
  - one-color version in the color of your choice
  - two-color version, with colors from the 4-color version, e.g., blue and yellow, green and blue, yellow and blue.

## V. REGISTERED MARK

As noted above, the ENERGY STAR name is a registered mark of the EPA. When using the ENERGY STAR name in communications and marketing materials, there are two guidelines to follow:

- To designate ENERGY STAR as a special term, it must always be expressed in capital letters. It is also appropriate to use a slightly larger point size for the first letter of each word, e.g., twelve point for the E and S, and ten point for the other letters — ENERGY STAR.

- The registered status must be noted in *one* of two ways:

(1) Partner must include the registered symbol (®) *each time* ENERGY STAR appears in a brochure, advertisement, poster, product packaging, etc. (i.e., ENERGY STAR®). (Please note that in *EPA-developed* materials where the phrase ENERGY STAR is used repeatedly, such as the logo use guidelines, the registered symbol will only appear once so as not to distract the reader.)

— OR —

(2) Partner must provide the registered mark statement: "ENERGY STAR is a U.S. registered mark." Similar to the disclaimer statement, the registered mark statement may be placed where normal explanatory information is found (e.g., at the bottom of an advertisement or poster, at the bottom of the relevant page in a manual or brochure, or on the product packaging).

## VI. OTHER ENERGY STAR LOGOS (NOT FOR USE BY OFFICE EQUIPMENT PARTNERS)

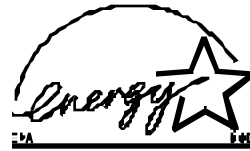
The ENERGY STAR international logo is the *only* logo that Office Equipment Partners should use on their products and in their promotional materials. This version of the logo does not include any text or acronyms, which may be confusing in countries outside of North America where ENERGY STAR compliant office equipment is sold. Please call EPA if you need a diskette copy of the logo mailed to you.

It is likely that you have seen other versions of the ENERGY STAR logo in the marketplace. These logos are either obsolete or are for use with other ENERGY STAR compliant products that are sold primarily in the United States (e.g., residential heating/cooling equipment, residential appliances, new homes, etc.). ***Please do NOT use the following logos when promoting ENERGY STAR compliant office equipment.***

**OBSOLETE LOGO**



**LOGO FOR USE BY PARTICIPANTS IN OTHER PROGRAMS  
(HVAC, HOMES, ETC.)**



**VII. ADDITIONAL QUESTIONS REGARDING THE USE OF THE LOGO**

ENERGY STAR Hotline

In the U.S. call toll-free: 1-888-STAR-YES (1-888-782-7937)

Outside of the U.S. call: 202 775-6650

Fax: 202 775-6680